ELHAM (Ellie) AYAR

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OBJECTIVE

Digital Product Manager with experience in client operations, process improvement, and translating user needs into practical solutions. Strong interest in product thinking, workflow optimization, and digital tools, with hands-on experience identifying pain points, improving internal processes, and proposing a client portal to increase transparency and efficiency. Seeking to leverage analytical, communication, and problem-solving skills in a product or operations-focused role.

HIGHLIGHTS OF QUALIFICATIONS

- Experience translating client and business needs into process improvements and digital solution ideas, including proposing a client portal to reduce repetitive inquiries and improve status visibility.
- Strong client communication skills developed through direct contact with applicants, including answering questions, providing updates, and requesting missing documentation.
- Familiar with managing information across Trello, Excel, and other tracking systems, with an understanding of how fragmented workflows affect efficiency and user experience.
- Ability to identify operational bottlenecks, analyze recurring issues, and propose structured solutions to improve service delivery.
- Background in digital product management, with interest in user experience, workflow design, and creating tools that support both clients and internal teams.

TECHNICAL SKILLS

Data & Analytics: Google Analytics, Hotjar, Microsoft Clarity, Excel
Product Management: User research, Requirements gathering, Use case documentation, Product roadmapping, Feature prioritization, A/B testing, Agile/Scrum methodologies
Visualization & Design: Figma (dashboards, user flows), Data storytelling, User personas, Journey mapping, IA
Collaboration Tools: Jira, Notion, Trello, Miro, Monday, Taskulu

EDUCATION / CERTIFICATION

Digital Product Management – Post Graduate Certificate **Jan 2026 – Aug 2026**

George Brown Polytechnic, Toronto, ON

Relevant Projects: Digital Transformation Strategy, Research Design & Methodology, Digital Product Development: JTBD-Driven Solution Design, Digital product Design: From Problem Selection to Design Solution, Agile Product management: from Initiation to Closing.

ECBA Certification **Sep 2026**
IIBA (International Institute of Business Analysis), Toronto, ON

Master's Degree in French Interpretation
Allameh Tabatabaei University, Tehran, Iran **Sep 2020 – Jul 2022**

PROFESSIONAL EXPERIENCE

Product manager, Internal product
Ronix Tools, Tehran, Iran **2026 – Present**

- Led product discovery using Jobs-to-Be-Done analysis and stakeholder interviews across four departments to define the vision for a centralized Product Information Management platform supporting 2500+ SKUs.
- Owned the product roadmap, authored the PRD, and managed the backlog using RICE prioritization and INVEST-based user stories across iterative sprint cycles.
- Mapped end-to-end task flows, created internal user personas, and designed the information architecture for product taxonomy and multilingual content workflows.

- Facilitated cross-functional alignment through regular stakeholder check-ins, UAT sessions, and leadership demos, translating technical progress into business outcomes.
- Defined KPIs including time-to-publish and content error rate, ultimately reducing page deployment time and establishing the platform as the single source of truth for product content operations.

Website manager

Ronix Tools, Tehran, Iran **2023 – 2025**

- Managed a proprietary multilingual product CMS for a global power-tools brand, overseeing 2,000+ products across 7 languages while leading a cross-functional team of 3–5 across content, translation, development, and design.
- Coordinated content, translation, development, and design/upload teams to keep product pages, specifications, and categories accurate and current.
- Used Google Analytics, Microsoft Clarity, and Heap to identify broken pages, content gaps, and user friction, then drove fixes that reduced site errors and improved the customer experience.
- Led a site redesign and new-category launch and ongoing quality improvements that supported measurable growth in traffic and engagement.

UX researcher

Ronix Tools, Tehran, Iran **2022 – 2023**

- Designed and redesigned marketing pages, landing pages, and product pages in Figma, delivering wireframes, prototypes, user flows, and journey maps to guide development.
- Conducted usability testing and user interviews to identify friction points, translating findings into design improvements that increased conversion and engagement.
- Partnered closely with marketing and development teams throughout the design process, producing clear, well-structured Figma handoffs that sped up implementation and reduced back-and-forth.
- Delivered redesigns that earned positive feedback from users and internal stakeholders, improving usability and consistency across key pages.

Executive Specialist, Immigration Operations & Digital Process Improvement

SimeAkhar Immigration Institute, Tehran, Iran **2021-2022**

- Managed student admission and visa application cases from sales handoff through execution and completion.
- Communicated directly with clients by answering questions, providing application updates, and requesting missing documents.
- Coordinated application information across Excel spreadsheets, Trello, and internal case-management workflows.
- Identified process inefficiencies caused by fragmented information and frequent client inquiries about application progress.
- Developed a product proposal for a centralized digital client portal to display application status, document deficiencies, and key process milestones.

PERSONAL DEVELOPMENT - Ellie Ayyar | LinkedIn

- Data Visualization: Storytelling – LinkedIn Learning **March 2026**
- SQL Essential Training – LinkedIn Learning **March 2026**
- Product Design – Designwich Design School **August 2025**
- Design Thinking in the Age of AI – LinkedIn Learning **August 2025**
- Design Psychology – LinkedIn Learning **August 2025**

INTERESTS

AI technologies, Product-led development, Data analysis, Startups, Design thinking, Research